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## **Cigna promotes health and well-being to the community to reinforce its “All The Way Means All The Way” brand message**

*World Diabetes Day, Sugar Free Day and healthy cooking videos  
to raise public awareness on healthy lifestyle*

**HONG KONG – November 13, 2016** Cigna Worldwide Life Insurance Company Limited and Cigna Worldwide General Insurance Company Limited (“Cigna Hong Kong”) has recently sponsored the promotion of a Sugar Free Day in conjunction with World Diabetes Day Carnival to raise public awareness of living a healthy lifestyle. **Austin Marsh, Chief Executive Officer and Country Manager, Cigna Hong Kong**, led a team of Cigna volunteers to support the initiatives. This is the 4th year that Cigna Hong Kong has supported World Diabetes Day Carnival and the 2nd year that Cigna has supported Sugar Free Day. The activities also bring to life Cigna’s brand campaign, themed “All The Way Means All The Way”.

“We are pleased to promote a healthy diet and good eating habits as part of a healthy lifestyle. These initiatives demonstrate Cigna’s dedication to working “all the way” with the Hong Kong community to improve people’s health and well-being,” said Mr. Marsh. “Cigna aspires to be an active health and well-being partner that goes beyond providing insurance services. We are dedicated to helping people live well and stay well.”

The initiatives were organized by Angel of Diabetic, a local non-profit charitable organization that provides services to diabetics and their families. World Diabetes Day Carnival provides a series of activities to the public, such as basic diabetes screening by providing finger blood tests and blood pressure measurement, health talks, and a fun fair to promote education on diabetes.

Cigna Hong Kong has sponsored the basic diabetes screening which has started in January this year. To date, more than 35 roadshows have been organized at different public housing estates and shopping malls, providing free services to over 10,000 people.

Sugar Free Day is an initiative to raise public awareness on the impact of excess sugar consumption and promote low-sugar, healthy eating habits by encouraging participants to experience sugar-free meals. Participants can experience what a diabetic experiences through participating in a sugar-free lunch.

This year Cigna Hong Kong has also sponsored the production of a series of healthy cooking videos to promote healthy eating. The first video was launched on the Sugar Free Day on 12 November. More videos will be available on Cigna Hong Kong’s Facebook page and YouTube, as well as Angel of Diabetic’s Facebook page.

The above initiatives echo Cigna’s recent brand campaign which showcases the company’s dedication in serving customers throughout different stages of their life journeys. It follows Cigna’s

global positioning, “Together, All The Way”, and reinforces Cigna’s mission as a global health service company to help people improve their health, well-being and sense of security.

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### Photo captions



**Photo 1** - Austin Marsh (fifth from the right in the second row), Chief Executive Officer and Country Manager, Cigna Hong Kong, and a team of Cigna volunteers took a picture with all the participants at the sugar free lunch.



**Photo 2** – Mr. Marsh (fourth from the right in the second row) unveiled the first healthy cooking video at the sugar free lunch with Cigna volunteers.



**Photo 3** – Mr. Marsh visited the Cigna-sponsored basic diabetes screening booth at the World Diabetic Carnival which offer free finger blood test and blood pressure measurement to the public.

**About Cigna**

Cigna Corporation (NYSE:CI) is a global health service company dedicated to helping people improve their health, well-being and sense of security. All products and services are provided exclusively by or through operating subsidiaries of Cigna Corporation, including Connecticut General Life Insurance Company, Cigna Health and Life Insurance Company, Life Insurance Company of North America and Cigna Life Insurance Company of New York. Such products and services include an integrated suite of health services, such as medical, dental, behavioral health, pharmacy, vision, supplemental benefits, and other related products including group life, accident and disability insurance. Cigna maintains sales capability in 30 countries and jurisdictions, and has more than 90 million customer relationships throughout the world.

**About Cigna Hong Kong**

Since its presence in Hong Kong in 1933, Cigna Hong Kong has been offering insurance solutions at the right place and the right time, providing advice to customers throughout the different stages of their life journey. Cigna delivers comprehensive health and wellness solutions to employers, employees and individual customers. Leveraging an extensive global healthcare network, Cigna provides group medical benefits that are suitable for international companies with a worldwide workforce, but also tailor cost-effective plans for local small and medium-sized enterprises that fit specific needs of the company and its employees. For individual customers, Cigna offers a full suite of health insurance products that caters to consumers' diverse needs.

For more details, please visit [www.cigna.com.hk](http://www.cigna.com.hk).

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